

# San Francisco Transportation Plan Update

**PART 5: Strategic Initiatives**

**Spring 2013**



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# Strategic Initiatives

- **Complete Streets**
- **Next-Generation Transportation Demand Management**
- **Local-to-Regional Connections**
- **Project Delivery**



# Why strategic policy initiatives? What are they?

- ▶ **Identify timely or emerging areas of transportation policy need**
- ▶ **Set policy direction for these areas of need and recommend sector strategies and activities that can respond to needs**
- ▶ **Guide the Authority's work and those of other agencies working in the transportation sector**
- ▶ **Suggest new opportunities for experimentation and innovation**



# Three strategic policy initiatives in the 2004 CWTP

## ① Investments to support key land use goals

- ▶ **Transit improvements to serve growth areas**
  - T-Third, Central Subway, 19<sup>th</sup> Ave study, Geary BRT, Van Ness BRT, Transbay Terminal
  - New generation of developer mitigation measures
- ▶ **Coordinated land use/transportation planning efforts**
  - Bi-County Study, Park Merced, Treasure Island
- ▶ **Transportation Sustainability Fee and CEQA reform work**



Photo credit: Steve Boland



# Three strategic policy initiatives in the 2004 CWTP

## ② Streets as vital public spaces

- ▶ **Better Streets Plan**
- ▶ **Pavement to Parks**
  - Ped plazas (16<sup>th</sup>, 24<sup>th</sup>, Balboa BART)
  - Parklets
- ▶ **Sunday Streets**
- ▶ **Streetscape improvement projects**
  - Valencia, Newcomb, Leland
- ▶ **Better Market Street planning/design**
- ▶ **Shared streets**
  - Linden, planned Western SOMA alleys



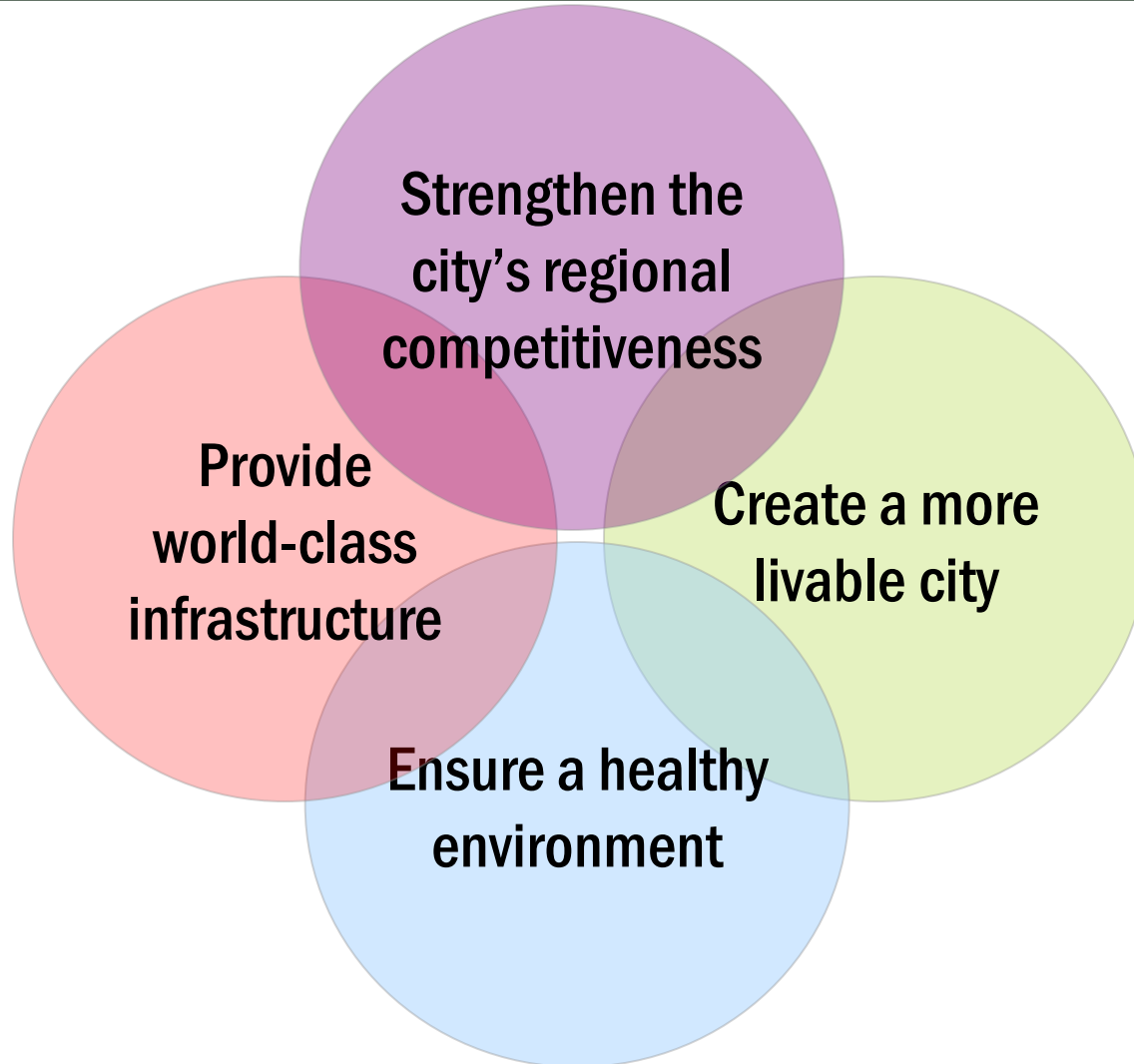
## Three strategic policy initiatives in the 2004 CWTP

# ③ Travel demand and parking management

- ▶ SFpark pilot implementation
- ▶ Mobility Access and Pricing Study
- ▶ Transportation Demand Management Partnership
- ▶ Muni Partners Program
- ▶ Continued growth of car-sharing with City support
- ▶ Bike sharing kick-off
- ▶ Strategic analysis report (SAR) on shuttles
- ▶ Guaranteed Ride Home program
- ▶ Bike parking ordinance for private buildings



# The goals of the SFTP



# Four proposed strategic policy initiatives for the SFTP

- ❶ **Complete Streets:** Provide more benefit with each transportation investment by creating a cost-effective complete streets approach
- ❷ **Next-generation TDM:** Broaden and deepen TDM efforts in order to manage the demand for driving and parking more effectively
- ❸ **Local-to-regional connection:** Strengthen San Francisco's connection to the region and balance the needs of residents, commuters, visitors and through travelers
- ❹ **Project Delivery:** Improve the delivery of projects and programs





# Complete Streets Initiative

**Goal: Provide more benefit with each transportation investment by creating a more cost-effective complete streets approach**

- ▶ Consider all modes from the conceptual stages of a project to reduce the cost and time to delivery of complete streets
- ▶ Strengthen the modal strategies, especially pedestrian sector capital priorities
- ▶ Clarify complete street expectations in terms of project development and implementation
- ▶ Develop a consistent city approach for prioritization and funding of all stages of project development



# Consider all modes, define modal priorities

Consider all modes from the conceptual stages of a project to reduce the cost and time to deliver complete streets

- ▶ Clarify format and use of City's Complete Streets Checklist
- ▶ Continue to refine citywide project database to support inter-agency coordination
- ▶ Further develop modal priorities, including:
  - Transit Effectiveness Project and next generation bicycle projects
  - Pedestrian Sector Development
    - City Pedestrian Strategy
    - Next-generation Traffic Calming Program
    - Pedestrian Implementation Strategy



# Set realistic expectations, practices

Clarify complete streets expectations by creating more consistent approaches to:

- ▶ Design features/scope (how to establish “must,” “should,” “may” practices)
- ▶ Design processes (mainstreaming a culture of value engineering, alternatives analysis, phasing)
- ▶ Funding practices (defining when a desired component is a “base” project cost vs. add-on funded by another “pot” of money)
- ▶ Recognizing trade-offs, prioritizing our efforts: How many multi-featured projects can/should we deliver per year?



# Increase consistency across funding programs

Develop a consistent city approach for prioritization and funding of all stages of project development:

- ▶ **Authority fund programs**
  - OBAG – responding to regional program requirements, criteria
  - Prop AA – responding to voter-approved expenditure plan
  - Prop K – supporting OBAG, AA and other project development needs
- ▶ **Other city funding policies and programs**
  - City capital plan, streets bond program
  - SFMTA, other agencies' capital programs



# Next-Generation Transportation Demand Management

- ▶ Institute more coordinated and streamlined delivery and monitoring of TDM by City agencies
- ▶ Support and promote TDM activities with and among private-sector employers and institutions
- ▶ Implement robust and innovative TDM strategies, particularly pricing and technology solutions
- ▶ Advance bicycling and walking as TDM strategies



# Next-Generation Transportation Demand Management

## Potential strategies and approaches

<b>Strategy</b>	<b>Examples</b>
<b>Inter-agency coordination</b>	<b>TDM Partnership Project, evaluation of pilots and of Planning Code TDM</b>
<b>Private-sector engagement</b>	<b>Sector Working Groups, Muni Partners Program</b>
<b>Innovative strategies</b>	<b>Congestion/parking pricing, bundled transit passes, HOV studies, dynamic ridesharing</b>
<b>Bicycling and walking</b>	<b>Bike sharing, “Commute by Bike,” public area maps</b>





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